

**A COMBINED PRODUCT CODE AND INSIGNIA FOR SIGNIFYING AN
INTERNAL INTERACTIVE CODE**

ABSTRACT OF THE DISCLOSURE

5 A visual indicia for facilitating computer based access of a network by
consumer. A machine readable code is disposed on a surface having encoded therein
information as to a product or a surface, which machine readable code has no routing
information contained therein to allow a user to access any location on a network. A
visual indicia is disposed on the surface indicative of a relationship between the
machine readable code and the presence of a location on a network. This allows this
10 location on the network can be accessed by a computer having an appropriate input
device for reading the machine readable code, such that reading of the machine readable
code by the input device will connect the computer to the location.